

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

TRIMESTER 2, 2015/2016

### BMK3144 – MULTIMEDIA AND MARKETING

(All sections / Groups)

8 MARCH 2016  
2.30 PM – 4.30 PM  
(2 Hours)

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#### INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 2 pages only (excluding cover page)
2. Attempt **ALL** the questions in section A.
3. Attempt **ANY THREE (3)** out of FIVE questions in section B.
4. Mark distribution for each question is given.
5. Please write all your answers in the Answer Booklet provided.

**Part A (Short answer questions – 40 marks).**

**Provide a short explanation for the following terminologies.**

**Answer ALL questions. Each question is worth 4 marks.**

- 1) Affiliate Marketing
- 2) Application service provider (ASP)
- 3) Behavioral ad targeting
- 4) Cloud computing
- 5) Content marketing
- 6) Internet marketing metrics
- 7) Meta-keywords tags
- 8) Page rank
- 9) Strategic agility
- 10) The Internet of Things

**Continued .....**

**Part B (Essay questions – 60 marks)**

Answer ANY THREE (3) out of FIVE questions.

**QUESTION 1**

- a) Discuss THREE (3) reasons why a company may wish to introduce e-commerce. (8 marks)
- b) Describe THREE (3) of the main barriers to adoption of e-commerce by consumers and suggest how a company could counter these. (12 marks)

**QUESTION 2**

Identify and discuss the advantages and disadvantages of the different revenue models for the site audience and the site owner. (20 marks)

**QUESTION 3**

List down the potential technology problems faced by customers of an online retailer. Taking into consideration the problems can be influenced by the internal and external factors faced by an organization. Provide a clear example or justification based on your experience encountered while purchasing good or services online. (20 marks)

**QUESTION 4**

Identify and discuss the THREE (3) key factors which affect consumer adoption of the Internet. Provide a clear example or justification to show how the factor really affects the adoption rate. (20 marks)

**QUESTION 5**

Referring to the Strategic Generic Process model, there are four stages that make up the whole model. Focusing on the Strategic Definition Options or Decisions, which is the third stage of the model, explain the main strategies available to an organization intending to become a digital business. (20 marks)

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